

ALABAMA TOURISM DEPARTMENT

CRF Campaign Progress Report

Author: B. Dinan, bill.dinan@intermarkgroup.com



Period: March 1, 2020 - October 6, 2020

Date: October 6, 2020

Purpose: Provide to DOF consistent with section 2.b.(iv) of MOU a report detailing progress made on the program. Refer to agency hours reports included in September billing package for functional detail.

General:

- Research news and examples of CARES Relief Fund requirements, acquisition and deployment within the tourism and travel industry via media, government and industry sources.
- Periodic reporting and consultation with ATD on potential relief channels and strategies
- Consult with and advise ATD in drafting of MOU and Appendix A 'Tourism Industry Recovery Proposal'; approved 9/10

66310-2 Alabama Travel Site – Crisis Messaging

- Monitor CDC, federal and state guidance and orders related to Covid-19
- Develop website alert messaging and landing page advising travelers of relevant Covid-19 news and resources with periodic content updates consistent with Governor's Office and ADPH orders and updates
 - o <https://alabama.travel/my-trip/staying-safe>
- Update all website content consistent with Governor/ADPH most recent order issued September 30, 2020

68168-1 CARES – Recovery Campaign Planning – Strategic Plan

- Develop CARES Funding Application Opportunity document (Appendix B) as initial campaign strategic direction and present to ATD for approval, 8/27/20
- Receive ATD mandated direction that CRF Campaign be constructed so as to offer support to each of 67 counties in proportion to its share of 2019 tourism employment plus integrate into campaign ad production a minimum of two attractions of each county's selection into campaign production prior to ATD approval of strategic plan
- Draft stakeholder survey document to guide solicitation of county stakeholder input and Google sheet to facilitate capture of critical data
- Upon ATD approval, revise and expand CARES Funding Application Opportunity document as strategic framework for campaign development (Appendix C); present to ATD for approval; ATD present to DOF and communicated approval to IG (9/22)
- Expand strategic framework to add comprehensive campaign objectives, recommended tactics, budgeting allocation by general functional area and all supporting background for IG agency-wide kick-off meeting
- Conduct kick-off meeting including all functional areas Creative/Production, Media, Interactive to provide direction to prepare preliminary recommendations, 9/17/20
- Conduct internal review of preliminary recommendations from all functional areas, 9/28/20; assign next steps and revisions due 10/1/20
- Conduct ATD client review of revised recommendations, 10/2/20
- Deliver to ATD second revision of plan for final approval and submission to DOF, 10/5/20

68186-2 CARES – Recovery Campaign Planning – Creative Strategy

- Survey media vendors and industry sources for specific examples of CRF campaign activity consistent with all federal requirements and their interpretation
- Collect samples of best practices for paid ad media, branding, relevant industry and public education
- Survey top industry partners for potential photography and video assets to repurpose for campaign ad production

- Develop initial concepts and recommendations for 9/28/20 internal review, revise by 10/1/20, present to ATD 10/2, revise for final submission by 10/5

68186-3 CARES – Recovery Campaign Planning – Media Strategy

- Survey media vendors and industry sources for examples of Covid-19 driven and CRF specific campaign activity
- Survey media vendors and industry sources for critical insights to Covid-19 driven consumer sentiment, travel market and economic trends
- Consult top economic impact producing industry partners on high-performing media and promotional channels
- Develop initial recommendations for 9/28/20 internal review, revise by 10/1/20, present to ATD 10/2, revise for final submission by 10/5

68286-1 CARES – Interactive Development – Strategic Planning

- Survey internet and industry sources for examples of Covid-19 driven and CRF specific digital content and campaign activity
- Collect samples of best practices for branding, relevant industry and public education via digital/web and social media channels
- Establish business requirements and deliverables consistent with campaign strategic framework to facilitate UX design, level of effort and development costs
- Draft initial estimates and development timelines
- Develop initial recommendations for 9/28/20 internal review, revise by 10/1/20, present to ATD 10/2, revise for final submission by 10/5

68286-2 CARES – Interactive Development – Webpage

- Design website UX for CRF Campaign landing page
- Design website UX tourism industry safety pledge landing page and pledge form landing page
- Design website UX for CRF Campaign toolkit for industry use

68329-1 CARES – Account Management – Financial Accounting & Reporting

- Research all requirements as outlined in MOU, published sources of all state and federal agencies including
 - o <https://home.treasury.gov/policy-issues/cares/state-and-local-governments>
 - o <https://home.treasury.gov/system/files/136/Coronavirus-Relief-Fund-Frequently-Asked-Questions.pdf>
 - o <https://home.treasury.gov/system/files/136/IG-Coronavirus-Relief-Fund-Recipient-Reporting-Record-Keeping-Requirements.pdf>
 - o <https://comptroller.alabama.gov/wp-content/uploads/2020/06/State-Government-CRF-Letter-and-Attachments.pdf>
- Establish processes for CRF Campaign dedicated IG agency time reporting, vendor invoicing, monthly billing, support documentation and post campaign data storage
- Prepare summary budget based on final revision of recommended plan
- Prepare first billing package including invoice, hours reports, supporting documents